

LEO BURNETT COMPANY, Inc.

Ad No. 500-E—Big Pack—Rev. No. 90238—Page, 4 (c) 1967—47g x 11 1/2 in.—National Magazine, 1973 (3)
Printed in U.S.A.

THE MODERATE SMOKE.

It's not strong. It's not weak.
It's blended for the middle.

There are no excesses, except
those in quality.

It has premium tasting tobaccos.
Two advanced filter systems. And a
thoughtful Humidor Pack. To keep
your smokes fresher, longer.

Try the Moderate Smoke.

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comfortable with. Enjoy. And stay with.



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